



A CALL FOR IDEAS

for enlivening the blocks **from Orvis to Avon**
in the new Arlington Cultural District (ACD)

How to Submit your Idea

This Call for Ideas is open to all persons age 10 and older who live, play, or work in Arlington

- 1. Visit the blocks** on both sides of Mass Ave that connect Capitol Square with Arlington Center.
- 2. Consider ways** that area could be made more interesting, exciting, and engaging for you, for the people you know, and for visitors from out of town.
- 3. Download the submission form** and fill it out. Feel free to include additional pages if needed. You may also include a sketch, photograph, or other material that will help us understand your idea. Please submit documents via email in pdf or jpg format, or enclose in envelope and deliver as noted.
- 4. Submit your idea by July 1, 2018.** You may submit as many different ideas as you like, but each one should be submitted separately.

FAQs

DO I HAVE TO LIVE IN ARLINGTON TO SUBMIT AN IDEA?

No, but if you don't live in Arlington, you need to work, study, or play here.

WHAT DO YOU MEAN BY "PLAY"??

You spend significant time in Arlington on a regular basis.

CAN I PLAN AN EVENT, INSTEAD OF AN ARTWORK?

Yes, all ideas are welcome.

CAN A GROUP SUBMIT AN IDEA?

Yes, ideas can be submitted by groups, classrooms, families and individuals

DOES MY IDEA HAVE TO BE WITHIN A BUDGET/FEASIBLE?

Think of this as a community brainstorm. All ideas are welcome, without regard to cost or feasibility.

SHOULD MY IDEA FOCUS ON A PARTICULAR AREA IN THE DISTRICT?

Yes, you should focus on the ACD blocks on Mass Ave bordered by Orvis Rd and Avon Place

DO I NEED TO MAKE A DRAWING OF MY IDEA?

Your submission can be accompanied by a drawing, painting, photograph or 3D rendering, but none of these are required.

WILL A PLAN BE SELECTED TO BE COMPLETED?

This is a call for ideas that may result in some future implementation, but at present there is no budget and nothing is guaranteed.

WHAT HAPPENS TO THE PLANS AFTER THE DEADLINE?

All submissions will be reviewed by the ACD Managing Partnership over the summer, and will potentially be part of an open public review in the Fall.

HOW DO I SUBMIT MY IDEA?

Fill out the submission form. There is an example submission for reference.



A CALL FOR IDEAS

SUBMISSION FORM

DEADLINE: JULY 1, 2018

NAME YOUR IDEA:

WHAT IS IT?

WHERE WOULD IT BE PLACED OR WHERE WOULD IT TAKE PLACE (IF AN EVENT)?

WHEN WOULD BE THE BEST TIME TO IMPLEMENT THIS IDEA (IF TIME IS RELEVANT)?

HOW WOULD IT HAVE AN IMPACT ON PEDESTRIANS?

WHAT MATERIALS AND EFFORT WOULD BE NEEDED TO IMPLMENT THIS IDEA (IF KNOWN)? APPROXIMATELY WHAT WOULD IT COST (IF KNOWN)?

YOUR NAME _____ AGE IF UNDER 18 _____

CHECK ALL THAT APPLY: _____ I LIVE IN ARLINGTON _____ I WORK IN ARLINGTON _____ I PLAY/SHOP/DINE IN ARLINGTON

WHERE? _____
STREET ADDRESS

EMAIL _____ PHONE _____

SUBMIT THIS FORM AND ANY ACCOMPANYING MATERIALS TO:

ACARTER@TOWN.ARLINGTON.MA.US or

DELIVER TO ALI CARTER, TOWN OF ARLINGTON PLANNING/COMMUNITY DEVELOPMENT, 730 MASS AVE.



A CALL FOR IDEAS

SUBMISSION FORM

DEADLINE: JULY 1, 2018

NAME YOUR IDEA: Polka Dot Pathway

WHAT IS IT? A series of large (5 ft?) polka dots painted on the sidewalks throughout the Cultural District. They would be different colors depending on what kind of cultural asset they are in front of (gallery, theatre, historic site, store, school, restaurant, etc - the colors would track to the dots shown on the ACD map). On the blocks between Orvis and Avon, they would also delineate transportation hubs (bus shelters, bike racks) and interactive installations (like hopscotch, little free libraries, etc.)

WHERE WOULD IT BE PLACED OR WHERE WOULD IT TAKE PLACE (IF AN EVENT)? At appropriate spots(!) on Mass Ave on both sides of the street

WHEN WOULD BE THE BEST TIME TO IMPLEMENT THIS IDEA (IF TIME IS RELEVANT)? Not relevant, although of course they would show best when no snow is on the ground.

HOW WOULD IT HAVE AN IMPACT ON PEDESTRIANS?

It would create visual interest and curiosity for people walking in the area. There could be words or symbols painted in the dots. There could be both a physical and online/mobile map showing the dots and what they represent, and that would make it easier for people to find places and things. The dots could become part of a walking game that starts and ends at the Visitor's Center; there could be prizes, like a button that says "I Walked the Dots" or "I Walked the Arlington Cultural District". We could make t-shirts with dots of different colors and sell them. We could fly a drone along the avenue and make a video showing the dots.

WHAT MATERIALS AND EFFORT WOULD BE NEEDED TO IMPLEMENT THIS IDEA (IF KNOWN)? APPROXIMATELY WHAT WOULD IT COST (IF KNOWN)? We'd need a stencil or some easy way to draw the circles (this could be a STEM exercise for the middle school!) A paint that's somewhat durable, because it would be a lot of effort to use chalk paint and be gone in just a few weeks. It could also glow in the dark! That would add a safety element to the project. Maybe we could rally volunteers for a Dot Installation Day.

YOUR NAME: Jan Whitted

AGE IF UNDER 18 _____

CHECK ALL THAT APPLY: ☐ I LIVE IN ARLINGTON ☒ I WORK IN ARLINGTON ☒ I PLAY/SHOP/DINE IN ARLINGTON

WHERE? ARTBEAT, 212A Mass Ave. Plus I visit the library and local restaurants frequently.

EMAIL Jan@artbeatonline.com

PHONE 781-646-2200

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ACARTER@TOWN.ARLINGTON.MA.US OR

DELIVER TO ALI CARTER, TOWN OF ARLINGTON PLANNING/COMMUNITY DEVELOPMENT, 730 MASS AVE.